

WHAT IS CLAIMED IS:

1. A liquid laundry detergent composition comprising:
 - 5 (a) from about 0.1% to about 80%, by weight of the composition, of a polyanionic ammonium surfactant;
 - (b) a liquid carrier,
 - (c) wherein the composition is substantially free of bases having pKa equal to or greater than 10, other than nitrogen-based bases.
- 10 2. The composition of claim 1 further comprising a solubilizing agent.
3. The composition of claim 1 wherein the weight ratio of the solubilizing agent to the polyanionic ammonium surfactant is in the range of from 1:4 to 4:1.
- 15 4. The composition of claim 1 wherein the initial foaming height of the composition is less than 65 mm.
5. The composition of claim 1 further comprising a fluorescent whitening agent.
- 20 6. The composition of claim 1 wherein the polyanionic ammonium surfactant is selected from the group consisting of polyanionic ammonium alkyl benzene sulfonate, polyanionic ammonium alkyl sulfate, polyanionic ammonium fatty acid salt, polyanionic ammonium alkyl polyalkoxy sulfate and mixtures thereof.
- 25 7. The composition of claim 1 wherein the composition is substantially free of polycarboxylic polymer.
8. A method of improving soil removal from soiled garments, the method
30 comprising adding into a laundry washing machine the composition of claim 1.

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9. A method of improving the deposition of a fluorescent whitening agent on garments, the method comprising adding into a laundry washing machine the composition of claim 5.

5 10. A method of washing laundry in a front-loading washing machine, the method comprising adding to the washing machine the composition of claim 1.

11. The composition of claim 1 wherein the polyanionic ammonium surfactant is dispersed in a liquid carrier.

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12. The composition of claim 1 wherein the polyanionic ammonium surfactant is solubilized in a liquid carrier.

13. The compositions of claim 1 wherein the liquid carrier comprises water.

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